

# Growing in Lake Park

*Village of Lake Park  
Economic Development Commission  
Meeting Minutes:  
Thursday, May 19, 2016  
Lake Park Community Center*

*Attendees: Kristen Bowman, Sandy Coughlin, Doug Lucas, Sharon Williams, Brett Medlin  
Guests: Shannon Dance*

**Call to order & Prayer:** Sandy called the meeting to order at 6:35 pm and Sharon offered a prayer.

**Minutes, Announcements & Finance:** Sharon Williams made the motion to accept the April 21, 2016 meeting minutes as emailed May 3. Brett Medlin seconded the motion. The motion passed 3-0 without discussion. Doug arrived after the motion was passed. The EDC budget balance is \$2668.06 as of April 30 (unchanged since February 29). Council accepted the EDC budget request for \$8500 for 2016-2017 at the May 3 budget meeting and will vote on the budget June 14 following the Public Hearing.

**Public Comment:** None.

**Agenda Change:** None.

**Council Comment:** The May *Lake Park Villager* is now available.

## **Old Business: Village Development**

- A. **Commercial Enhancements:** Sharon related Jamie Cox's indication that the Town Center owners are reluctant to contribute to enhancements before more spaces are leased.
- B. **Town Center Leasing Update:** Jamie Cox indicated to Sharon that he is working on leasing.
- C. **mylakeparknc.com commercial website:** The beta status of the site is unchanged and James Smetana has not responded to email or phone messages since Monday March 28. Kristen will check with a Wade County school district contact to confirm that he is active and Sandy will continue outreach to his email and home number with the intention of gaining access to preview the site and bringing it live before June 30.
- D. **Promotions:** Appreciation certificates were discussed and Sandy will email a sample copy to the commissioners along with the May 19 meeting minutes. Commissioners will bring them to the June 28 meeting with ideas to launch a cohesive appreciation program for the existing businesses, churches and schools in Lake Park in July. \$1000 for promotional activity is included in the EDC 2016-17 budget proposal. Directional maps were distributed to the commissioners to share with the leaders as well.

In preliminary outreach, Brett and Doug left voice messages and emails which were not yet returned. Sharon met with Katrina Fisher LSW and is working on a referral with her. Kristen has lunch plans to meet Paige Welch (The Sales Office) at Gordo's.

## **E. Decorative Directional Signs:**

- a. Phase 1 sign changes will be reviewed by the commissioners and status emailed to Sandy by Thursday, May 26. Brett will report on signs 1 and 8, Sharon on signs 2 and 9, Doug on signs 3 and 10, Kristen on signs 4 and 11 and Sandy on signs 12,

13 and the entrance welcome signs. May 26 allows time to provide feedback to Ron Oxford, Banner Signs, before June. Phase I should be satisfactorily completed and paid for by June 30.

- b. Tax on labor is included in the EDC budget for both Phase I and Phase II.

### **New Business**

Kristen followed up on a lead for a Texas consulting firm that Waxhaw has used and learned that Lake Park is considered part of the Highway 74 commercial corridor demographic along with Hemby Bridge, Stallings, Indian Trail, Waxhaw, Wesley Chapel, etc. For economic development studies, Lake Park is considered to be one with these neighboring municipalities for generating business traffic, which may have an effect on the leasing rates that Town Center owners expect, possibly with an additional premium for the village ambiance. Kristen will seek more information but indicated that the Texas firm's costs to run an economic development projection for Waxhaw greatly exceed our budget and suggested a study might be feasible if other communities allowed them to do a combined study.

- A. Before the May 21 meeting, each of the commissioners will reach out to one of the contacts on their call list to refresh or begin an acquaintance and seek better understanding to better serve the economic community.
- B. Doug noted that the contacts at Lake Park Nursing & Rehabilitation Center have changed.
- C. Katrina Fisher is added to Sharon's contact list.
- D. The personnel changes at Faith United Methodist Church are in the May *Villager*.

**Communication:** Email or phone news items to Sandy before June 17 *Villager* deadline. The issue can be on [www.lakeparknc.gov](http://www.lakeparknc.gov) and in homes by 6/28.

**Next Meetings:** Tuesday, June 28, 2016 at Community Center/Town Hall.

- Agenda Items:**
- 1. Mylakeparknc.com
  - 2. Signage Progress
  - 3. Plans for Networking Program

**Thursday, July 21, 2016 at Community Center/Town Hall.**

**Adjournment:** Brett made the motion, Kristen seconded to adjourn at 7:35 pm. Passed 4-0.